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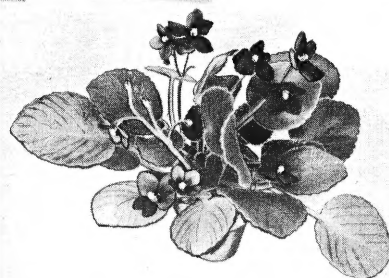
Virdans Farms, Phelps, N.Y.

1953

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U.S. Department of Agriculture



African Violets

Are Easy to Grow . . .

the Virdans Way !

AFRICAN VIOLETS like a friable soil, rich in organic matter, lots of humidity in the air around them and little or no direct sunlight. Contrary to the belief of many growers, they show no preference for north windows or south windows, but do well in any window if not in direct sunlight. It likes warmth and will not blossom if the temperature drops below 65 degrees.

Many people lose their valuable plants because they water them too often. Crown rot is a fungus which attacks the crown of the plant and is stimulated by overwatering. Water your plants by setting them in a bowl of warm water. When the soil at the top of the pot feels wet, take the plant out of the water and do not water again until the soil feels dry.

Violets grow well in any kind of pot. We do not use stones in the bottom of the pots. When transplanting or placing plants received from Virdans Farms (we do not ship in pots) set the plant well down in the soil so that the crown of the plant is just a little below the top of the soil. Pack the soil around the roots firm, but not too tight. For small plants use a 2¼-inch pot. For larger plants use a 3-inch pot. If your plants are in too big a

pot the roots will develop at the expense of the leaves and blossoms.

Plants that refuse to blossom — or those which develop buds, only to have them drop off — usually can be brought quickly into bloom this simple way.

The next time the plant needs watering, set the pot in a large bowl and then pour hot, steaming water into the bowl. Pour in enough water to bring it half way up to the top of the pot. Let the pot set there until the soil in the pot is wet through. Then lift the pot out. Set a small bowl in the center of the big bowl. The small bowl must be high enough to keep the water out of it. Set the plant in the small bowl. The plant is now on a dry "island" and completely surrounded by water. The soil will gradually dry out, but the water around it will provide the plant with the humidity it needs to blossom freely. When water has evaporated, fill the big bowl with steaming water again . . . BUT KEEP THE SMALL BOWL DRY. Let the soil get thoroughly dry before setting the plant in the water again. Over-watering is apt to bring on Root Rot.

Feed the plant regularly with Virdans' Plant Tonic . . . and your violets will repay you with an abundance of flowers.

VIRDANS MAGIC SOIL *for African Violets*

We prepare this soil for our own use — and our plants love it! It's a scientific blend of organic materials — sun-cured and sterilized with Soilene. Your plants will quickly respond to this soil and repay you with more and larger blossoms.

GOOD FOR ALL HOUSE PLANTS
ESPECIALLY BEGONIAS

Package . . .	\$1.25	postpaid
2 Pkgs. . . .	\$2.25	postpaid
5 Pkgs. . . .	\$5.00	postpaid

DIRECTIONS for REPOTTING VIOLETS

1. Water plant a day ahead.
2. Have ready, pots and dirt. Young plants require 2¼-inch pots and then as they grow, 3-inch pots and so on, adding inch each transplanting. Older and larger plants — larger pots.
3. Turn plant out of pot and gently loosen soil ball so that each crown can be torn or cut from the others with an ample supply of roots. Do this carefully to avoid breaking too many leaves. All broken leaves can be used in propagating new plants.
4. Violets prefer a rather loose and moist soil so do not pack too firmly. Avoid burying the crown; but set it well down into the soil.
5. Water thoroughly from the bottom, using Virdans' Plant Tonic as directed. Do not fertilize again for two weeks.

Gorgeous New Varieties for 1953

Virdans African Violets

are the finest, healthiest plants grown in America—great big, multiple-crown plants in full bloom will be sent to you by insured mail and we guarantee satisfaction or refund your money.

Here is a list of our new introductions for this spring. As always, these are only **FIRST QUALITY**, sturdy, healthy plants—nothing but the best. You can be sure you will receive plants in good condition, and they will be just what you ordered. If you are not satisfied, we will replace the plants or refund your money.

VIRDANS' AFRICAN VIOLETS in bud or full bloom—for delivery in Spring as soon as weather permits.

- LIGHT BLUE**
Double Sailor's Delight
- BLUE**
Star Sapphire
- ROSE**
Double Rose
Apple Blossom
- LAVENDER & VIOLET Shades**
Lavender Pink Princess Supreme
Violet Girl
Violet Geneva
- PURPLE**
Lacy Girl
- ORCHID**
Orchid Wonder
Double Orchid Girl
- WHITE**
Snow Girl
- BI-COLOR**
Velvet Girl
Bronze Bi-Color
- VARIEGATED**
Twilight
Blue Eyed Girl
Frisled Blue Delight
Star Girl
- RED**
Red Lady
Red King

3-INCH SIZE PLANTS

All plants are from three-inch size pots and will be either in bud or bloom when you receive them. Some of these plants have 3 to 5 crowns and may be split up into several plants.

Above plants **\$3.50** EACH, **postpaid**

2 for \$6.00

4 for \$10.00

All plants shipped Postpaid **AS SOON AS WEATHER PERMITS**. Order early while selections are complete. Be sure to specify varieties desired.

NEW 1953 INTRODUCTIONS

Every Plant a Masterpiece!

PINK ATTRACTION (Bright Rosy Eye).....	3.75
FROSTY (Variegated Foliage, Propagated from leaf cuttings).....	3.75
MINUET GIRL (Minuet Blue).....	3.00
CORSAGE (Light Blue Double).....	3.00
HOLLY (Kellar's).....	3.75

The newest varieties that are available are on this list. Do NOT write us about any that are not listed. We only mail lists upon request and new up-to-date lists will be available about every two months, which we will mail to you.

Since there is a possibility that we may be temporarily out of some varieties, we request that you name at least two possible substitutions in the same price bracket when you order. We always send the best plants available at the time shipment is made in the varieties ordered. Our plants are guaranteed true to name, as always.

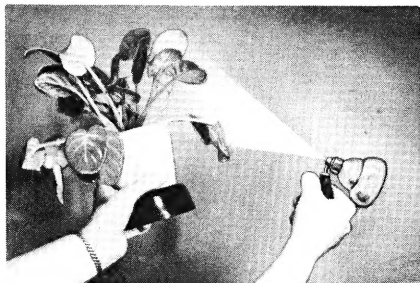
We are not in a position to answer questions relative to culture of violets as our mail is too heavy for this. There are many good books on the market which will give you the information you desire. We have in stock, Helen VanPelt Wilson's book, which we consider the best available—Price: \$2.95 Postpaid.

The 2¼" are fine plants for growing on, not in bloom. The 3" are in bud and bloom. We do not ship the plants in pots but we do guarantee that they will arrive to you in good condition or we will replace them.

We make shipments during the winter as weather will permit, but never ship during severe cold spells. For winter shipments we have a special pack which almost always assures safe delivery without frost damage, except in cases of extreme negligence or delay. If the plants are damaged by frost return them immediately and we'll replace them.



**"Virdans AFRICAN VIOLETS
are the healthiest,
most beautiful I've
ever found."**



Virdans FIRST AID KIT

for African Violets

Sure Death to Mealy Bugs, and all other pests that might kill your valuable plants — and so easy to use.

Now you can stop worrying about the danger of losing your beautiful and valuable African Violet plants because of such pests as mealy bugs, aphids, leaf hoppers, lice, spiders, etc. This FIRST AID KIT with complete instructions helps you to stop these pests at once, at first sign of infection. It's thoroughly tested, used by thousands — we *know* it works. Pays for itself with the first plant you save — and you'll save many more for months to come.

ABSOLUTE GUARANTEE: WE WILL GLADLY REFUND YOUR MONEY IF THIS KIT DOES NOT CONTROL ANY OF THE PESTS THAT ATTACK AFRICAN VIOLETS.

Just **\$3.50** for complete kit postpaid.

Refills for kit always available at low cost.

Virdans Exciting New COMPLETELY SOLUBLE PLANT TONIC

SPECIALLY PREPARED
FOR AFRICAN VIOLETS,
BY VIRDANS FARMS

This new Plant Tonic is the result of three years of experiments. It's a high-formula (11-22-22), completely soluble mixture with all the chemical and mineral elements blended in just the right amounts to give African Violets the nutrition to make them blossom quickly and profusely.

It's the only Plant Food prepared especially for African Violets by growers of violets — once you see the amazing results you get with this Plant Tonic you'll never be without it again.

Package: \$1.25, Postpaid.

"A LITTLE GOES A LONG WAY"

for Quicker Propagation of African Violet leaves *try this:*

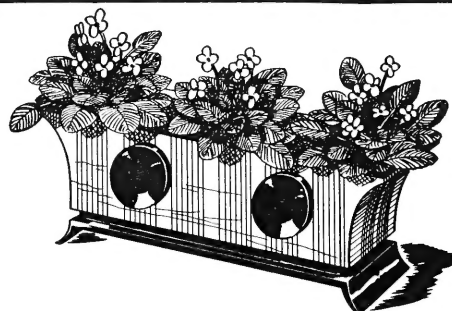
Take our clear plastic windowsill greenhouse (cover hinged, vented top on a heavy molded Styrene base, 5½" x 7½" x 5" high), fill the base with Vermiculite, stick in the leaves — wet with a solution of Virdans' Plant Tonic and water, lower cover into place — and then forget for a week or so. Then give them another feeding of the Plant Tonic solution, and soon you will be surprised to see young plants starting — weeks before you'd normally expect them.

Here's all you need (you furnish your own leaves, of course):

- 1 Greenhouse
- 1 package Vermiculite
- 1 package Virdans' Plant Tonic

All **3**
for only
\$5.00
postpaid
(a \$7 Value)

Special Introductory Offer



If you don't know how superior Virdans' African Violets really are, here's a chance to find out at low cost. We believe "seeing is believing" and we make this special value offer so that you can see for yourself:

- 3 well-rooted plants, all new varieties (complimentary colors, our choice)
- One bag of Virdans' Magic Soil
- One Genie Planter (shown)
- One package of Virdans' Plant Tonic

You get all of above for only \$4.50 postpd.

REGULAR \$7 VALUE

Self-watering WIK-FED Flower Pots

7 LOVELY COLORS

LAVENDER
GREEN
RED
YELLOW
WHITE
PINK

WITH
BLACK
BASE

BRONZE WITH BRONZE BASE



Attractive Flower Pots of colorful Styron. High lustre black base contains a sub-irrigation wick. Water in the reservoir base keeps roots of plant moistened. Plants may be left for days without care. The smooth graceful lines of these plastic pots will enhance the beauty of your plants!

Prices: \$1.15 each, Postpaid

3 pots for \$3.25

6 pots for \$6.00



Guaranteed To Make African Violets Bloom!

Humidity Bowls

Read about the Humidity Bowls on page one — how quickly they bring African Violets into bloom. We offer colorful Plastic Bowls in green, yellow and red — one large bowl, one small bowl. A real decoration for your table and guaranteed to make Violets bloom!

1 Set of Bowls (1 large, 1 small) \$1.50 postpaid

Six Sets of Bowls, \$6.00 postpaid

Something New!

AFRICAN VIOLET NOTE PAPER

Styled by Gibson!

10 Cards, 10 Envelopes —
cut-out style 50c postpaid

Regular style —
20 cards, 20 envelopes
(4 designs) \$1.00 postpaid

African Violet Wrapping

To make your gifts beautiful — get this new African Violet Wrapping Paper — styled by Gibson.

8 Sheets for \$1.00, postpaid

Plastic Watering Cans

Comes in red, yellow and green with flower decoration on front. Great for bathing your violet leaves.

\$1.50 Postpaid

SQUARE PLASTIC POTS

Drainage Base 2 for \$1.25

*In Blue, Red, Yellow,
Bronze, Black*

A New Idea —

GENIE PLANTERS

Plastic Pots for 2 plants

\$2.00 each

Bronze with Black Base & Trim

VIRDANS FARMS

Box 123-O, Phelps, New York